Web Standard: Area Name

Definition

The name of the web area, located at the top of the page, that briefly describes the topic of the Web area.

Content Requirements

- Reflects the topic of the web area, not the organization providing the information.
- Shows the scope of the information accurately, but as short as possible.
- Is used on all pages within a web area.
- Use geographical designations when needed.
    - For example: San Francisco Bay Delta, Border2020 or New Bedford Harbor
- Use title case (initial capital letters); do not use all upper or lower case.
- Spell out web area names and include acronyms at the end (in parentheses). You can then use the acronym in the page content and sidebars.

About this Standard

Effective date: 03/28/2009
Date approved: 09/12/2012
Web Council review by: 09/02/2014 (or earlier if deemed necessary by the Web Council)

Web Standard: Basic Information Page

Definition

A simple overview of a topic and answers questions like:

- What's the issue?
- Why should people care?
- What is EPA doing about it? (e.g., regulations, partnerships, outreach, enforcement, research, grants)
- What can you (as a person or as an organization) do about it?

Content requirements

Microsites call this page "Learn About [topic name]". Resource directories do not require this page, but it's recommended. If this page is created for a resource directory, call it "Learn About [topic name]".

This page is:
- Written at a level understandable by an 8th grader
- Linked to from the home page of the web area
- Linked to in left sidebar on microsites

Example

About this Standard

Effective date: 03/28/2009
Date Approved: 09/12/2012
Web Council review by: 09/02/2014 (or earlier if deemed necessary by the Web Council)

Web Standard: Boxes

Definition

Boxes highlight specific web content.

Content Requirements

- Use the boxes found in the EPA stylesheet. They are part of the look and feel and are described fully at: Style Guide: Boxes

Box Styles

- **Alert Box:** Emergency alert or other important information. The title must convey the specific alert or emergency. Use on any page.
- **Blog Box:** used to pull in EPA blog content. Used primarily on homepages.
- **Highlight Box:** to highlight one set of related, critical or featured content
- **Image box (with or without a caption):** sets the image apart from content and floats it left or right
- **Multi-purpose box:** For content that doesn't meet any of the other definitions.
- **News Box:** Lists of recent events, news items, or upcoming calendar events.
- **No Style Box:** For microsite homepages
- **Pull Quote Box:** To quote text from the content of the page. You can also use the pull quote author style for the author.
- **Quiz Box:** uses the simple box. Used primarily on homepages.
- **Related Information Box:** lists of related information, that is not critical or featured content.
  - On Homepages:
    - Use for Related Topics box on resource directory homepage, if used.
    - No images because this is for less important content.
  - On Basic pages: can use an image if needed
- **RSS Feed Box:** used to pull RSS feeds from EPA newsroom. If 3rd party content is used, you are responsible for 3rd party content. Used primarily on homepages.
- **Simple Box:** Has a title or uses an image as a header; does not have colored background heading.
- **Special One Item Box:** Contains one link to one featured event or content feature.
- **Twitter Box:** use to display official EPA twitter information. Used Primarily on homepages.

Example

See: [Style Guide: Boxes](#)

About this Standard

Effective date: 03/22/2009
Date Approved: 09/12/2012
Web Council review by: 09/02/2014 (or earlier if deemed necessary)

Web Standard: Breadcrumbs

Definition

Breadcrumbs indicate where a microsite basic page sits within EPA's Web site. They link to the EPA home page and to the microsite home page.

- Microsites use breadcrumbs. They are system-generated.

Example

Microsite breadcrumbs are located at the top of the page, above the page title

About this Standard

Effective date: 03/22/2002
Date Approved: 09/12/2012
Web Council review by: 09/02/2014 (or earlier if deemed necessary by the Web Council)

Web Standard: Contact Us Page and Links

Definitions

The Contact Us link appears twice on each EPA page: at the top and in the footer. It links to the web area Contact Us page, which provides information about how to contact EPA staff responsible for the web area content.

When a web area is created in the DWCMS, a Contact Us form is also created. This form should be edited to add additional information.

Content Requirements

- Each Web area must provide a page with contact information specific to that area.
- Contact us links are required at the top and footer of every EPA Web page. Both links must point to the same Contact Us page.
  - The footer reads: "Contact Us to ask a question, provide feedback or report a problem"
- Contact Us pages must include the following ways of contacting the web area's owner:

- o mailing address
- o phone number (Recommended but not required)
- o online form for sending questions or comments
- Contact page must also have the <u>report a violations badge, link, and text</u>. If you want an exemption contact Jeffrey Levy.
- If you use the Enterprise Customer Service Solution (aka the online FAQ system), you can link to it from your Contact Us page.
- Contact information may refer to a group or hotline rather than a specific person. However, all email addresses provided must be epa.gov.
- After submitting a form, the user must receive a follow up page thanking them for writing. This thank you page is system-generated, but you can modify the thank you text.
- Contact information must be validated every 90 days.
- <u>"Regular" web forms are treated separately</u>.

Examples

<u>New Bedford Harbor: Contact Us</u>

About this Standard

Effective date: 03/22/2002
Date approved: 05/12/2013
Web Council review by: 05/12/2015 (or earlier if deemed necessary by the Web Council)

Web Standard: Email Address Links

Content Requirements

When providing email addresses, link to the person's name, not the email address. Show the email address as unlinked text in parentheses following the name.

Examples

Yes: Contact: <u>John Smith</u> (smith.john@epa.gov)
Yes: Email <u>Jane Smith</u> (smith.jane@epa.gov) for more information.

No: Jeffrey Levy (<u>levy.jeffrey@epa.gov</u>) can provide more information.
No: Contact <u>Jeffrey Levy</u> with questions.
No: Send email to <u>morin.jeff@epa.gov</u>.
No: <u>Send email</u> to Jeff Morin

About this Standard

Effective date: 09/28/2005
Date approved: 09/12/2012
Web Council review by: 09/02/2014 (or earlier if deemed necessary by the Web Council)

Web Standard: File Not Found Page

Definition

A page that notifies a visitor they have found a broken link. In Drupal WebCMS, there will be a single 404 error page for the Agency.

Example

http://www2.epa.gov/webguide/404

About this Standard

Effective date: 01/01/2004
Date approved: 09/12/2012
Web Council review by: 09/02/2014 (or earlier if deemed necessary by the Web Council)

Web Standard: Forms

Definitions

Online forms are used to send questions or comments, register or submit registration information, or request software. Forms are created using the Webforms content type. Each web area will be able to create new forms.

Content Requirements

- Pages using online forms must include an email address in case the form fails to work.
- The user must receive a follow up page thanking the person for writing.
- Every form will have an associated contact for users who do not have javascript turned on or for whom the form fails.

- Usability:
  - Title the form appropriately, describing its purpose.
  - Use title case (initial capital letters) for labels. Never use all caps.
  - Include help tips where needed.
  - Essential fields should be validated client-side (e.g., email, phone).
  - Validate the form on the server-side, in case javascript is turned off.
  - Every form will display a "thank you" confirmation page following submission.
  - Reset/cancel buttons will not be used, ad they make it too easy for visitors to reset the form, losing their submission.
- Creating forms will be restricted to webmasters and editors.
- [Contact Us forms are treated separately](#).

Example

[Style Guide: Forms](#)

About this Standard

Effective date: 06/26/2011
Date approved: 09/12/2012
Web Council review by: 09/02/2014 (or earlier if deemed necessary by the Web Council)

Web Standard: Formats

Definitions

Programs create different kinds of files which are published to various formats. They have different file extensions (e.g.; .pdf, .doc, .pptx).

Content Requirements

- The EPA standard formats for publishing information on the Web are HTML and PDF.
- Proprietary formats (.wpd, .doc, .xls, .ppt) should be used only when absolutely necessary (e.g., when providing forms for customers to complete and submit or for spreadsheets that they will use).
- Proprietary formats are more likely to become redundant, outdated or trivial. They are hardly ever updated.

About this Standard

Effective date: 09/12/2012
Date approved: 09/12/2012
Web Council review by: 09/02/2014 (or earlier if deemed necessary by the Web Council)

Web Standard: Frames

Definitions

Frames allow you to show more than one document within a single page.

Content Requirements

- Do not use frames. Instead, use iframes, an element provided in the Drupal Web Content Management System WYSIWYG editor

About this Standard

Effective date: 03/22/2002
Date approved: 09/12/2012
Web Council review by: 09/02/2014 (or earlier if deemed necessary by the Web Council)

Web Standard: Global Footer

Definitions

The global footer provides standard links across all of EPA. It appears at the bottom of every EPA Web page.

Content Requirements

- The global footer is part of the template. It includes a link to the Contact Us Form created with the site.
  - **Note:** The Contact Us link at the top of the page points to the same place.

About this Standard

Web Standard: Glossaries

Definitions

A glossary is a list of terms and their associated definitions, usually related to a particular program or subject. In order to foster understanding, numerous EPA Programs make glossaries available on their web pages.

Terminology Services (TS) is a centralized approach for maintenance and display of glossaries at EPA.

Content Requirements

Please note: this standard does not apply to glossaries within or attached to a particular document, but rather stand-alone, web-based Program glossaries.

- Glossaries must be managed in [Terminology Services](#) including glossaries that currently exist only on a web page. They may not be managed on a static HTML page, nor in a document attached to a web page (e.g. pdf).
  - **Note:** most EPA Program glossaries have already been loaded into Terminology Services.
- For guidance on how to manage a glossary in Terminology Services, please refer to the [Glossary Management Guide (PDF)](#) (9 pp, 681K, [About PDF](#)).
- For more information on managing your glossary in Terminology Services, including best practices for creating and maintaining glossaries, please see: [Terminology Services Manuals.](#)
- Provide a link from your web page to your glossary within Terminology Services: [Implementing EPA's Web Glossary Standard (PDF)](#) (1 pg, 247K).
- Update your glossary at least once a year. See: [Glossary Management Guide (PDF)](#) (9 pp, 681K).
- Before creating a new glossary or revising an existing one, you may want to review the Terminology Services repository to determine if existing content can be used in creating or standardizing your glossary.

Examples

[Records](#)

About this Standard

Effective date: 02/08/2012
Date approved: 09/12/2012
Web Council review by: 09/02/2014 (or earlier if deemed necessary by the Web Council)

Web Standard: Graphic Formats and File Sizes

Definitions

A graphic is an image, including photos, logos, banners, icons, maps, charts (including bar charts, pie charts, flow charts and organizational charts), graphs and other images.

Content Requirements

- Use only GIF (.gif), JPEG (.jpg, .jpeg), or PNG (.png) formats.
- Optimize web images. Reduce file size as much as possible while retaining acceptable visual quality.
- Do not use large images and reduce their size using HTML. These images slow download.

About this Standard

Effective date: 09/28/2005
Date approved: 09/12/2012
Web Council review by: 09/02/2014 (or earlier if deemed necessary by the Web Council)

Web Standard: Graphic Logos

Content Requirements

OEAEE discourages the creation of program logos because they dilute the EPA brand. If you must have one, your office Content Coordinator and the Office of External Affairs and Environmental Education (OEAEE) must approve all program logos in advance.

Contact Jeffrey Levy (levy.jeffrey@epa.gov), Office of External Affairs: 202-564-9727.

About this Standard:

Effective date: 09/28/2005
Date approved: 09/12/2012
Web Council review by: 09/02/2014 (or earlier if deemed necessary by the Web Council)

Web Standard: Graphic Selection and Screen Layout

Definitions

A graphic is an image, in the .gif, .jpg/.jpeg, or .png format.

Content Requirements

- Choose graphics carefully. They must provide information, navigation, or visual organization, or serve an obvious purpose.
- Use small graphics sparingly to add visual appeal. Such images must still be relevant to the content. Avoid adding pictures because they are pretty.
- Do not use graphics to display text.
- Captions and alternative text:
    - Provide text alternatives in compliance with Section 508 accessibility standards.
    - If you provide an explicit text caption, use empty alternative text (alt=""), so people with visual disabilities will not hear redundant information.
    - If the connection between image and nearby text content on the page is visually obvious, it is not necessary to provide a caption. However, if a caption is not provided, you must then use alternative text to describe the image's contents or function for visually impaired visitors.
- Do not infringe on copyrights, trademarks, and other intellectual property rights.
- Do not use "splash" graphics or banners that are the width of the page.
    - It pushes down the content

Examples

The two screen shots below show how much more content is visible with graphics to the right at the top of the page. No content changes; only the graphic placement differs.

About this Standard

Effective date: 03/13/2006
Date approved: 09/12/2012
Web Council review by: 09/02/2014 (or earlier if deemed necessary by the Web Council)

Web Standard: Headings

Definitions

Headings are the headlines used on a page. Headings are used in descending levels of size and emphasis, enabling clear and precise content organization. They create scannable and easy-to-use pages for both disabled and able-bodied users.

Content Requirements

- The page title of all EPA pages is an `<h1>` element. Only the page title can be `<h1>`.
- Use `<h2>` to `<h6>` in the proper descending order.
  - These headings should be used as you would an outline structure
  - Any skipping of levels breaks the flow of the page for both disabled and able-bodied users. Choosing to use an heading tags out of order, for purely visual appeal, renders your content less useful and less accessible.
- Headings should use title case (initial upper case letters) for major words.
- These are now headers with background colors (`<h3>` through `<h6>`) in the style sheet.
  - Apply consistently to one header size per page.
  - Either all `<h3>` or `<h4>` but not both.

Example:

See: [Style Guide: Headings](#)

About this Standard

Effective date: 09/12/2012
Date approved: 09/12/2012
Web Council review by: 09/02/2014 (or earlier if deemed necessary by the Web Council)

Web Standard: Hub Links

Definition

Hub links appear on basic pages inside resource directories. Resource directories do not have any other secondary navigation menus, like breadcrumbs or sidebar links.

- The primary hub link is system-generated.
- If a second resource directory hub page (the homepage of another topic) uses the same basic page, another hub link can be manually added to that page.

Example

The Web Guide hub link

About this Standard

Effective date: 09/12/2012
Date approved: 09/12/2012
Web Council review by: 09/02/2014 (or earlier if deemed necessary by the Web Council).

Web Standard: Javascript

Definitions

JavaScript (JS) is a client-side scripting language. It can validate form entries, detect user actions (such as individual keystrokes), or retrieve data from the server without interfering with the display or behavior of the open web page. JavaScript can also power entire applications, like Gmail.

EPA uses jQuery as its main JS library. This library "sits" on top of JS and makes common tasks easier. When you write in JQuery, you're still writing JS, but what used to be 50 lines may now be one or two.

We are providing a standard suite of JS files for everyone at the Agency to use. Linking to the EPA master JS files will improve our site performance, as users will cache a copy of the JS files. We're also providing a set of jQuery plugins, along with the styles required by those plugins.

Please note, all JS, in content managed by the Drupal WebCMS, will be output at the bottom of the HTML, just before the closing `</body>` tag. Placing scripts here speeds up epa.gov for our readers.

For more complicated JS needs, like calculators and widgets, Drupal WebCMS will allow web area webmasters to include JS as needed.

Content Requirements

- You cannot use JS to create or modify styles for your content
- All JS must go into the Page JavaScript field in Drupal WebCMS; no JS is allowed in the body field.
- Web pages must not be dependent on JavaScript to work: it must be strictly an enhancement
  - Functions first check to see if an object is available. If not, then fail silently
  - HTML and JavaScript are separated: no inline event handlers
  - With JavaScript off, nothing happens; thus, <noscript> is unnecessary
- Do not rely on JavaScript for critical functions
  - For example, if form entries must be validated before they go into a database, carry out that function on the server
- If you offer advanced functionality and your pages cannot work the same way without JS, then, at a minimum, provide
  - a phone number or email address to get help
- All Drupal WebCMS content will link to the master jQuery file.
  - If you want to add additional plugin functionality, you must request that those plugins be uploaded to the master repository.

Examples

- [Javacript: RSS Feeds](#)
- [Javascript: Colorbox](#)

About this Standard

Effective date: 09/28/2005
Date approved: 09/12/2012
Web Council review by: 09/02/2014 (or earlier if deemed necessary by the Web Council)

Web Standard: Link Text

Definitions

Linked text are the words in a link. The text describes what the visitor will find at the next page.

Content Requirements

- Use the default link colors and behaviors.
- Text should be descriptive and accurate. Link text and page title of destination page should be the same or closely related, even in banners.
- Visitors should understand what they'll get before they click on a link (for example, report, testimony, brochure, etc.).
- Always link to a relevant content page (not an organization home page) whether the link is internal or external.
    - **Note:** Links outside of epa.gov must meet the requirements set out by the External Site Links procedure.
- Add links below or beside the content instead of embedding them in content. Links in a list are preferable to links embedded in a paragraph because they are easier for people to scan on the screen.
- If it's not a web page, indicate the type of file/format that is behind the link (video or audio, document download, etc.).
- If you are developing a site for kids, students, and/or educators, consult the criteria set by EPA's Environmental Education Web Workgroup:
    - EPA educational site linking criteria

Examples:

No: They are a major water pollution concern for the approximately 772 cities in the U.S. that have combined sewer systems
Yes: They are a major water pollution concern for the approximately 772 cities in the U.S. that have combined sewer systems. See: Combined Sewer Overflow Demographics.

No: Read information on new chemicals and on programs for existing chemicals under TSCA.
Yes: Read information on new chemicals and on programs for existing chemicals under TSCA:

- New Chemicals

- [Existing Chemicals](#)

For Banner Text Overlays:
No: [Read More](#)
Yes: [Read more about Light-Duty Regulations](#)

About this Standard

Effective date: 01/01/2004
Date approved: 09/12/2012
Web Council review by: 09/02/2014 (or earlier if deemed necessary by the Web Council)

Web Standard: Lists

Content Requirements

- Use standard HTML (e.g., <ul>, <ol>, <li>,) without additional styling to render bulleted and numbered lists.
  - Microsite homepages use green and gray bullets in the main content area - by default - in lists; all other pages use standard bullets.
  - Boxes will always use their default bullets
- Always use the defaults.
- Do not create your own bullets or bullet images for lists.

Example

[Style Guide: Lists](#)

About this Standard:

Effective date: 04/26/2006
Date approved: 09/12/2012
Web Council review by: 09/02/2014 (or earlier if deemed necessary by the Web Council)

Web Standard: Local Styles

Local styles are created outside of the standard EPA style sheet. These are not allowed. One EPA Web uses only EPA standard styles found in the style guide.

See: [Style Guide](#)

Web Standard: Labeling Maps

Definitions

Maps may be:

- GeoPlatform maps (embedded with <iframe> tags) that have been created to use on an EPA page. Additional information can be found on the [EPA GeoResouces page](#).
- Image maps created following our "Where You Live" map style.
- Static images that link to larger or more interactive maps.

Content requirements

- Maps will have:
    - A title on top using <h2> - <h4> tags
    - The map itself
    - Caption text

Examples

- [Style Guide: Maps](#)
- [EPA's GeoPlatform](#)

See Also

[May 15, 2012 Deputy Administrator Memo Announcing Availability of the EPA GeoPlatform](#)

About this Standard

Effective date: 09/12/2012
Date approved: 09/12/2012
Web Council review by: 09/02/2014 (or earlier if deemed necessary by the Web Council)

Web Standard: New Icon

Definition

A "New!" icon is a small text-based "icon" that indicates a piece of content is new.

Content requirements

Using a "New!" icon is optional. If you use one:

- Limit use of "New" icons on a page.
- Do not write text that redundantly suggests newness, e.g., "EPA today initiated ..."
    - Your text must be timeless.
- Note: the "New" icon will not appear on browsers that do not have JavaScript enabled. Do not provide a HTML alternate; this is not critical content.

The "New!" "icon" will remain visible for 30 days from the date you used.

- To make the icon appear for fewer days, just back-date accordingly.
- You cannot make it appear for more than 30 days.

Example:

See: Style Guide: New Icon

About this Standard

Effective date: 09/28/2005
Date approved: 09/12/2012
Web Council review by: 09/02/2014 (or earlier if deemed necessary by the Web Council)

Web Standard: On this Page/ Table of Contents

Definition

On This Page is a table of contents, or a list of links, at the top of the page that shows the information that can be found further down the page.

Content Requirement

- Use a table of contents on pages with more than one main section that are more than two screenfuls long:
    - Write a short blurb for the page (one sentence may be sufficient) unless the information presented on the page is completely intuitive.
    - After the introduction, create a bulleted table of contents with links to each heading. If the page presents questions and answers, the links will be to the questions.
- Capitalize only the first word of the anchored links.
- A horizontal rule is added after the table of contents.

Example

See: Style Guide: On this Page

About this Standard

Effective date: 09/12/2012
Date approved: 09/12/2012
Web Council review by: 09/02/2014 (or earlier if deemed necessary)

Web Standard: PDF Links

Definitions

A PDF is a document in Adobe Portable Document Format (PDF); the filename extension is .pdf

Content Requirements

- When linking to PDFs, follow this format: <link>PDF Title (PDF)</link> (xx pp, yy K, About PDF)
- Include the title of the document and the acronym "PDF" in parentheses in the link text.
- After the link, show the PDF file information in parentheses, listing the number of pages and file size of the PDF as unlinked text, separated by commas.
    - For the number of pages, use "1 pg" for a single page. For multiple pages, use "XX pp" with a space between the number and "pp".
    - For file size, use "K" for files smaller than 1000 K and "MB" for files larger than 1000 K. For MB, use at most one decimal place. Put a space between the number and "K" or "MB."
    - You may code the file information in parentheses to appear in a smaller font by using the File Info disclaimer (class="fileinfo").

- Provide a link to EPA's "About PDF" page (http://www2.epa.gov/webguide/pdf-files) on any Web page that links to PDFs. There are two ways to do this:
  - Use the right-aligned PDF disclaimer box:
    - at the top of a page that includes many PDFs, right before a paragraph or list of PDFs, or
    - immediately before the first reference to a PDF
  - Use the inline disclaimer:
    - when the long version is problematic, or where you have only a few PDFs linked, you may use the File Info disclaimer to link to the "About PDF" page. The "About PDF" link is only required once per page.
- If you are posting a non-accessible PDF and you are not posting the same content in some other accessible format (e.g. HTML or text), provide contact information. (If you include an email address, follow the EPA standard for linking to email addresses.)
  - You may provide contact information in the same box or paragraph as the long disclaimer.
  - Contact information is a phone number or an email address where a person could get help with a document, primarily for purposes of accessibility. Possible contacts include your library, public information center, public affairs office or the person who created the document. Whatever information you provide, the document should be traceable back to the program office which produced it.

Examples and Details

- Do not add the file type of PDF, the file size, or the page number when linking to a document page. The document page is not a PDF file. It is inappropriate to include PDF in the link and the file size and page number when linking to a document page.
- The Drupal WebCMS adds the PDF link standard requirements (PDF disclaimer, PDF in the link, file size and page number after the link) automatically on the document page.
- Style Guide: PDF Disclaimer
- Style Guide: File Info

About this Standard

Effective date: 07/12/2006
Date approved: 09/12/2012
Web Council review by: 09/02/2014 (or earlier if deemed necessary by the Web Council)

Web Standard: PDF - When to Use, Document Metadata, PDF Sections

Definitions

PDF files provide some benefits when used appropriately. PDF files should not be used for short documents (< 5 pages) unless retaining the format for **printing** is important. PDF files that are uploaded to EPA's WebCMS do not require internal file metadata, however, completing file metadata information optimizes search capabilities.

Internal file metadata: the metadata that's saved with the PDF file itself. Using Adobe Acrobat, you can access this internal file metadata by going to File > Properties or pressing ctrl-d. Using Adobe **Reader,** you can only **view** this metadata. This metadata includes title, author, subject, and keywords. Completing file metadata information optimizes search capabilities.

PDF file: a document saved in the Portable Document Format using Adobe Acrobat (or another such PDF creator). Typically, PDF files are opened using Adobe Reader, but other applications can read PDF files.

Content Requirements

- Do not recreate PDF content in HTML then link to the PDF.
- When linking to a PDF, follow the PDF Linking Standard.
- Make the PDF content accessible and web ready BEFORE posting.
- The internal file metadata is optional, but recommended.
  - If you chose to add internal file metadata to the PDF file, follow the metadata directions and complete these fields in the Document Properties description tab:
    - Keywords
    - Subject
    - Author
    - Title
- What should go into these fields? Follow the metadata instructions for pdf content.
  - How to complete these fields:
    - Open the PDF in Adobe Acrobat and then choose File > Document Properties (or press Ctrl-D)
      - Select the "Description" tab.
      - Enter the information listed above.

Guidelines for posting large PDF documents

There is a 150 MB file size limit for PDF files in to the webcms. If your file is over 50 MB, you should consider the document content and the expected audience and determine if chunking the document might be helpful.

You are not required to break a large document into smaller sections. If you do divide a document, then create a title page for each section or add this information as a footer/header. A title page is helpful if other search engines find your content sections. Include:

  - EPA logo or "U.S. Environmental Protection Agency" spelled out

- Title of full document
- Title of chapter/section/appendix or description of what the section (file) contains (e.g., "Final Rule: pages 750-828")
- EPA publication number of full document, if applicable
- Date of document (month and year)

If a file size is > 50MB these are recommended best practice options:

1. Chunk the document to make it usable
2. Put up an HTML page that contains the Title, Executive Summary
3. Post the document to an FTP site
4. Add information on how to order the document on DVD or CD.

You should base your decision on what you or your web team can readily manage.

See Also:

- [How to Create a Web-Ready PDF](#)
- [Web Standard: PDF Links](#)

About this Standard:

Effective date: 07/10/2013
Date approved: 07/10/2013
Web Council review by: 07/10/2015 (or earlier if deemed necessary by the Web Council)

Web Standard: Pop-ups and New Browser Windows

Definitions

A **pop-up** is a window, smaller than the full screen, intended to supplement the primary browser window. An **overlay** is a modal box, a window that requires you to do something in it (including closing it) before you can return to the main window, overlaid on top of the primary browser window. **New browser windows** are typically the same size as the original window, and usually has its own stand-alone information.

Content Requirements

- Use pop-ups or overlays only if the information relates back to the information in the existing window (for example, to define words).

- Whenever possible, use text identifiers to warn your visitors that clicking on a particular link, or on some or all of the links on your page, may open a pop-up or colorbox.
- Do not create new browser windows. That breaks the back button for our visitors.

Example

For overlays, see: Style Guide: Colorbox

About this Standard

Effective date: 09/12/2012
Date approved: 09/12/2012
Web Council review by date: 09/02/2014 (or earlier if deemed necessary by the Web Council)

Web Standard: Resource Directory Standards

Resource directories are the best links to the best content for the top tasks of the primary audiences. It is the most frequently used site design at EPA.

See: Resource Directory Guidance on One EPA Web

About this Standard

Effective date: 09/12/2012
Date approved: 09/12/2012
Web Council review by date: 09/02/2014 (or earlier if deemed necessary by the Web Council)

Web Standard: Sidebar

Definitions

The sidebar is the vertical list of links in the left panel of a microsite basic page. Every page within a microsite web area uses the same sidebar.

Content requirements

- The left sidebar must be identical on all pages within a microsite web area.
- All content within a microsite will use the same area name and sidebar.
- Use an ampersand (&) in place of "and" or "/"
- Use title case (initial capital letters) for all major words. Do not use all caps.
- Do not use acronyms unless (a) the acronym is more familiar than the phrase the acronym stands for (e.g., "PCBs" is a more familiar term than "polychlorinated biphenyls") or (b) the acronym is explained in the area name at the top of the page (Persistent Bioaccumulative and Toxic (PBT) Chemical Program).
- All text used on the left sidebar must be an active link.
- The sidebar must include the following links, unless one or more of these types of content is not appropriate for the identified top audiences:
  - [Topic Name] Home
  - Learn about [Topic Name]
  - Science and Technology
  - Laws and Regulations
  - Frequent Questions
  - What EPA is Doing
  - What You Can Do
- The sidebar should not contain
  - Newsroom
  - What's New in [Topic Name]
  - Graphics
  - Links to the normal "Contact Us" page that provides ways to contact the staff running the Web area.
    - NOTE: You may link to lists of program contacts. Label these links with specific descriptions like "State Contacts" as opposed to "Contacts" or "Contact Us." In that case, link back and forth between those other contacts pages and the "Contact Us" page. If you are soliciting comments, then use sidebar language like "Send Comments" or "Comment on the rule" instead of "Contact Us."
  - Links to search pages or search boxes
  - Links to PDF files.
- The sidebar is part of the EPA look and feel. Do not modify it.
- **Keep navigation simple**.
  - Multi-level, hierarchical links are not allowed.
  - Do not use navigation menus other than the left sidebar. Do not use right-side boxes for navigation menus.
  - If a section of content has a substantial hierarchy, seriously consider creating a web area for it.

See: [One EPA Web Microsite Guidance](#)

About this Standard

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Web Standard: Standard Language

Definition

EPA has been using standard language on the web site since 2002. We have terms that should be used consistently on the EPA Web site.

Content Requirements

Use THIS language if you have this type of link on your page. Do not create new terms to use instead.

- **A to Z Subject Index.** Links to subject index for the Web area topic.
- **Calendar.** More inclusive than upcoming events; includes public notice periods, etc.
- **Compliance Help.** Information to help industry and individuals comply or remain in compliance with regulatory and non-regulatory requirements. Content may range from plain-language guidance to self-auditing tools to formal regulatory assistance.
- **en español.** Not "Spanish". Use if there are Spanish documents on the topic.
- **Enforcement.** Intended for information about civil, criminal and/or cleanup enforcement initiatives, activities and actions.
- **Frequent Questions.** Do not use the FAQs acronym.
- **Glossary.** Definitions of key terms.
- **Grants & Funding.** Resource information related to the topic.
- **Human Health.** Includes health information and impacts specific to your topic.
- **Laws**, or **Regulations & Standards**, or **Laws & Regulations.** Select the most appropriate term; use "Laws & Regulations" if you have content covering both areas. Regulations & standards are issued under a law or statute authority.
- **Newsroom.** Links to news releases, etc. (differentiates from "New in [topic name]).
- **Partnerships.** Information about partnerships and partners who work with us on a topic. May include: government, non-government organizations, companies, other "stakeholders," etc.
- **Policy**, or **Guidance**, or **Policy & Guidance**. Select the most appropriate term; use "Policy & Guidance" if you have content covering both areas. Usually relates to regulatory and official policy guidance of the agency; distinct from "general" guidance, guidance on "how you can help," etc.
- **Publications.** Links to listing of EPA produced material including videos and CD-ROMs as well as all printed material.
- **Related Links**. Related links within and outside EPA.

- **Science**, or **Technology**, or **Science & Technology**. Select the most appropriate term. Use "Science" to cover science and research content. Use "Technology" for strictly application content. Use "Science & Technology" if you have content covering both areas.
- **Site Map.** Do not create a site map page. It is duplicate content. The homepage should have the web area navigation available in an organized way.
- **What You Can Do**. Actions, activities, ways to help for general public, students, etc.

About this Standard

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Web Standard: Text

Definitions

EPA uses a standard cascading style sheet that establishes the font, size, and style for all text on a page.

Content requirements

- Text styles: use the fonts and styles specified in the EPA style sheet for all text appearing on a page.
- Text colors: use black, the default color specified by the master style sheet, for non-linked text.

Example

See: Style Guide: Text

About this Standard

Effective date: 03/22/2002
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Web Standard: Thank You Page

Definition

A page that users get when they submit a form that thanks them for their input or request.

Content Requirements

- For every form, there should be a follow-up page thanking the reader for submitting the information and offering links to continue browsing.
- At a minimum, in the main body of the page, offer a link to the area's home page.
- In Drupal WebCMS, this page is automatically created with the Contact Us Form. You can modify if needed.

Examples

A form-generated Thank You page in Drupal WebCMS

- [EPA home thank you page](#)

About this Standard

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Web Standard: Title/ Title Tag

Definitions

The page's title tells the reader what that specific page is about.

The title tag, or `<title>`, provides the text used by search engines and browser bookmarks as the page title. It appears at the very top of the window, but does not appear in the body of the page. It is populated by the Drupal WebCMS using the Title content.

Content Requirements

- The title should indicate the page's topic.
  - Make sure your title is understandable without any other context. Viewers coming to the page from a search engine should understand the content from the title.
- The title is the only instance of the H1 tag on the page. No others should be added.
- Include your most important and/or critical search terms in the title.
- Use plain language
- Avoid abbreviations and acronyms
- Use title case (initial capital letters) instead of all upper or lower case

Examples

Page Title: Bay Area Water Projects: Maps and Partners
Title Tag: Bay Area Water Projects: Maps and Partners | San Francisco Bay Delta | US EPA

Page Title: What is Environmental Education?
Title Tag: What is Environmental Education? | Education | US EPA

About this Standard

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Web Standard: Top of Page

Definitions

A Top of Page link returns to the top of the page's content.

Content requirements

- Use the Top of Page link to return users to the beginning of the content section.
- Use the Top of Page standard code.

Example

See: Style Guide: Top of Page

About this Standard

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Web Standard: Unordered Lists: Tabs & Horizontal Links

Definition

Content that uses tabs for navigation. Content can be on multiple pages, or a single page.

Content Requirements

- A topic page within your site may include tabs as long as each tab is related to the overall page topic, and to each of the other tabbed topics, providing a complete set of information on the page topic in a single spot.
    - For example, on a page "Environmental Education Grants", tabs called "Grant Opportunities," "How to Apply," "Tips for Grant Applicants" etc. all relate to each other and to the page topic.
- Use the EPA standard tabs.
- If you have seven or more tabs, you should consider making the topic a web area of its own rather than including it in the microsite or resource directory you are currently developing.

Example

See: Style Guide: Unordered lists, tabs. Also see, In-page Tabs.

About this Standard

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Web Standard: Video (Office of Multimedia)

No videos will be uploaded to Drupal WebCMS. All videos will be at YouTube.

See: Video Standard

Web Standard: Web Area Home Page

Definitions

The page that serves as the introduction to a Web area, such as resource directory and microsite home pages.

Content Requirements

See the resource directory and microsite standards for their requirements: One EPA Web Guidance Documents

For all web area home pages:

- Link to the most sought-after information.
- OEAEE discourages program logos. All such logos must be approved by OEAEE.
- The home page must be written at a level understandable by the general public.

Related Links:

Web Area Homepages
Information about requesting web areas and building web area homepages.

About this Standard

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Web Standard: What's New in [Topic Name]

Definitions

If you have a page that lists new items added to the Web area, it is called the What's New in [Topic Name]. This page is not required, and was formerly known as Recent Additions.

Content requirements

- Do not add as sidebar link.
- The Recent Additions link is specific to the area -- it may not point to news for other Web areas. The actual page may provide links to other Web areas.
- Use the title "What's New in [Topic Name]" for the page.
- Keep the page up-to-date.
- Remove entries older than six months.

About this Standard

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Web Standard: Where You Live Pages

Note: This standard is being updated by workgroup working on presenting local information. Until that work is complete, this is the standard.

Definitions

Every Web area that provides information more localized than the national level must include a page with links to information by region, state or some other relevant area. This information is typically, but not necessarily, owned by EPA Regional offices.

Content Requirements

- The page name is "Where You Live"
- The microsite sidebar must link to this page (follow the sidebar standard).
- Normally, the Where You Live page does not include content.
- The level of the information (state or Regional) must be made clear in introductory language on the page before the links to localized information.

- Under normal circumstances, the page must offer the standard US map and image map code to link to localized information. The page may also offer an alphabetized list of states in either an HTML form or as a list of text links.
  - If information is available at the state level, each state must link to information about that state.
  - If information is available at the EPA Regional level, each state must link to the appropriate Regional page.
  - If information is available at both levels, then states on the map and text list must link to state information. On the map, the circular icons representing each Region must link to the appropriate Regional page.
  - When information is not available for a particular state or Region, those areas must be grayed out on the map and omitted from the state list. Introductory text must explain that no information is available for grayed-out areas on the map.
- In special cases, customized maps may be created. See the waiver section.
- If there is no specific information available below the national level, provide Regional contacts if possible. In such cases, the national program and the Regions must decide whether to provide contact information directly on the Where You Live page or on Regional pages; it is recommended, but not required, that the same system be used for all Regions.
- If there is truly no Regional information, the Where You Live page may be omitted.

Examples

See: [How to Build Standard U.S. National Maps](#)

About this Standard

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Web Standard: Writing Style

Definitions

Writing for the web:

- Use fewer words
- Use good headings and outline structure
- Use good link text
- Use plain language

Content requirements

- Writing for the Web is expected for EPA content.

See: [Writing for the Web requirements](#)

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